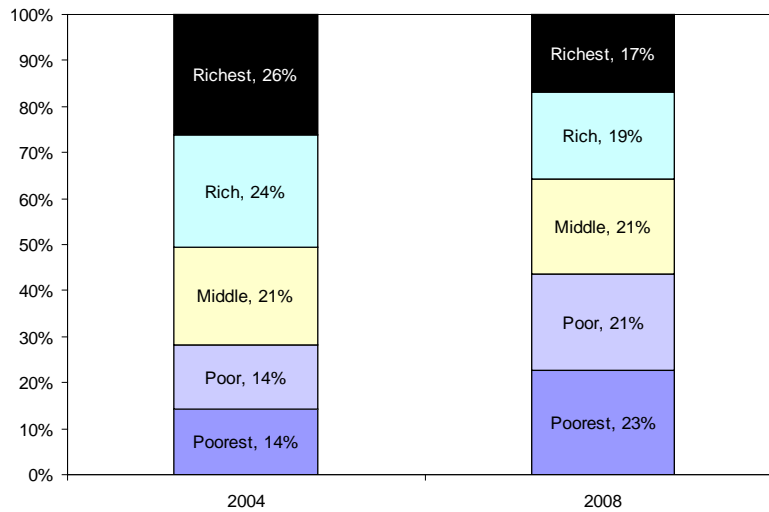


Example: Presenting market segmentation results (Paraguay)

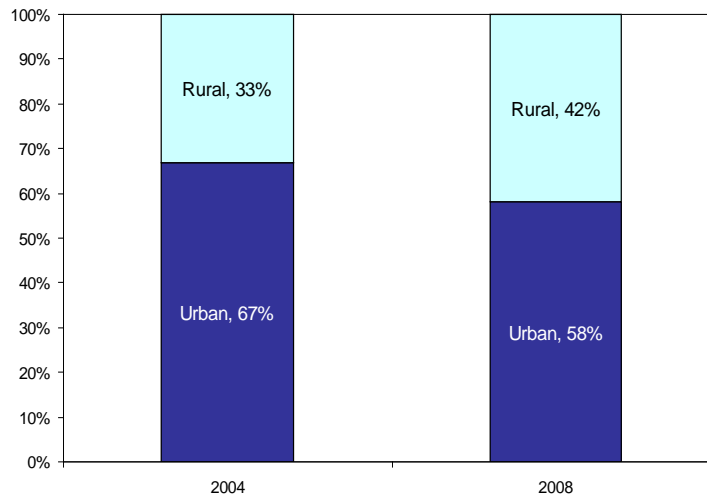
### Segmenting the Contraceptive Market in Paraguay

These example figures and tables illustrate analysis of Demographic and Health Survey data, as presented in the SHOPS Paraguay Private Health Sector Assessment report.

**Socioeconomic Status Characteristics of Modern Method Users  
(All Women of Reproductive Age)**



**Urban/Rural Composition of the Modern Method User Group  
(All Women of Reproductive Age)**



Example: Presenting market segmentation results (Paraguay)

**Source of Top Five Modern Contraceptives by Wealth Quintile  
(All Women of Reproductive Age)**

Source of current method	Poorest		Poor		Middle		Richer		Richest	
	2004	2008	2004	2008	2004	2008	2004	2008	2004	2008
Public	45	68	40	46	30	27	20	19	12	12
Private for-profit	6	6	8	6	7	8	14	10	24	17
Social Security Institute	0	0	1	2	3	2	3	4	3	5
Center for Population Studies	0	0	1	0	2	1	2	1	2	2
Pharmacy	29	22	41	39	49	54	54	60	55	59
Other	19	3	10	7	8	7	6	5	4	6
Total	100	100	100	100	100	100	100	100	100	100

Note: Totals may not add up to 100% due to rounding.

**Current Use of Modern Contraceptives by Urban/Rural Residence  
(All Women of Reproductive Age)**

Current method	Urban		Rural		Total	
	2004	2008	2004	2008	2004	2008
Modern method	83	89	82	89	83	89
Pill	16	18	29	31	20	24
*IUD	15	14	12	12	14	13
Condom	23	24	15	15	21	20
Injectable	15	22	13	21	15	22
Female sterilization	14	11	12	9	13	10
Other modern method	0	1	1	1	0	1
Traditional method	17	11	18	11	17	11
Total	100	100	100	100	100	100

\*Conversely, IUD use among Women in Union increased from 2004 to 2008.

**Optimal segmentation of contraceptive market by wealth quintile, Paraguay**

